

ABSTRACT OF THE DISCLOSURE

A specialized merchandizing system for a particular type of consumer is provided comprising a partitioned section within a retail establishment constructed with interior designs reflecting characteristics of the particular type of consumer and providing a variety of products fulfilling the particular type of consumer's needs. The specialized merchandising includes a multipurpose customer interaction center equipped with computer terminals, an area where customers can socialize, an activity area for children, and public speaking accommodations for guest speakers presenting topics of interest to the particular type of consumer.